



# USDA/FAS TRADE SHOW TIDBITS

JULY 2005

## SUMMER FUN



We hope you're enjoying your summer, because the upcoming show season is *sizzling*. Check out the "What's Hot" page for the hottest opportunities.

## WHAT'S HOT?



For information on upcoming USDA-supported trade shows and missions, visit (and bookmark!) "**What's Hot**" <http://www.fas.usda.gov/agexport/TS/WhatsHot.html>

## ASIAN ACCENTS



### **Food Ingredients Asia (Sept. 27-29, 2005) Kuala Lumpur, Malaysia**



If you want to turn ingredients into delicious profits, Fi Asia 2005 is the place to be! Best product prospects include bakery, cheese, additives, antioxidants, dairy, seasonings, and spices. Contact Teresina at 202-720-9423 or [Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov).

**Food & Hotel China (Nov. 15-17, 2005) Shanghai, China** is one of the largest food and beverage and hospitality shows in Asia, attracting buyers from the entire region. The Greater Shanghai region has over 200 million consumers and the highest standard of living in China. Shanghai's ports are second worldwide in container traffic. New port facilities and better cold chain storage now make direct exports to Shanghai possible. This show provides an excellent opportunity to meet China's leading food and drink distributors. Visit [www.fhcchina.com](http://www.fhcchina.com).

Contact Jorge at 202-720-3065 or [Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**Sales Mission to Hong Kong, Guangzhou, Shenzhen (Nov. 8-12, 2005) prior to Food and Hotel Shanghai.** Stay tuned for details. For information, contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

**Food & Hotel Vietnam (Dec. 1-3, 2005) Ho Chi Minh City, Vietnam.** Contact Teresina at 202-720-9423 or [Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov)

**Food Ingredients (Fi) Asia-China (Feb. 15-17, 2006) Shanghai, China**  
Fi Asia-China attracts over 14,000 food professionals of which 85 percent are Chinese. Contact Jorge at 202-720-3065 or [Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**FOODEX (March 14-17, 2006) Tokyo, Japan.** FOODEX is the largest food and beverage show in Asia. In 2005, FOODEX attracted 92,442 trade-only visitors from 76 countries. Among the sectors with strongest growth sales in 2005 were processed fruits and vegetables, tree nuts, fruit and vegetable juices, and snack foods. Contact Jorge at 202-720-3065 or [Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**Food & Hotel Korea, (March 21-23, 2006) Seoul, Korea.** Korea is the United States' fifth largest market for agriculture, fishery, and forestry products. Food & Hotel Korea provides access to major food importers, distributors, hoteliers, restaurateurs, and retailers. Food & Hotel Korea exhibits food and beverages, wines and spirits, hospitality and foodservice, and ingredients. Contact Jorge at 202-720-3065 or [Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

## LATIN SWING



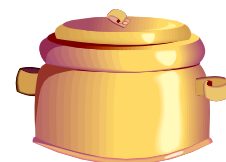
**Americas Food & Beverage Show (Nov. 19-20, 2005) Miami, Florida.** Americas Food & Beverage is a unique hemispheric event that gives you exposure to U.S., Caribbean, Mexican, Central and South American buyers. For more information, contact Teresina at 202-720-9423 or [Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov). Visit [www.afb@cmgexpo.com](http://www.afb@cmgexpo.com).

**Antad (March 15-18, 2006) Guadalajara, Mexico.**



Antad is the largest show in Mexico for the retail sector. Best product prospects include fish and seafood products, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. For more information, contact Tobitha at 202-690-1182 or [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov)

## MIDDLE EAST INTRIQUE

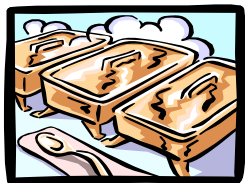


**World Food Libya (Nov. 26-29, 2005) Tripoli.** Do you want to be among the first to enter this up and

coming market? This food show will focus on the retail and hospitality sectors and on high-end and imported food and beverage products. Best product prospects include meat and meat products, bakery, dairy, snack foods, beverages, seafood, poultry and poultry products, frozen food, nuts, and candy. For more information, contact Tobitha at 202-690-1182 or [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov).

**Gulfood 2006 (February 19-22, 2006) Dubai, United Arab Emirates.** The 2005 event attracted 27,000 trade-only visitors from 120 countries and generated over \$14 million in on-site sales. Best product prospects include fresh fruit (apples, pears, grapes, berries, and stone fruits), beef and poultry meat and their products, dried fruits and nuts (particularly almonds). Also in demand are breakfast cereals, food ingredients, jams, edible oils, rice, honey, health foods, condiments, sauces, chocolates, cookies, snack foods, juices and juice concentrates. Contact Tobitha at 202-690-1182 or [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov).

## **A SMORGASBORG OF SHOWS IN EUROPE AND RUSSIA**



**World Food Moscow (Sept. 20-23, 2005) Moscow.** The USA Pavilions at World Food Moscow are now sold out. However, space is still available in a Post-supported trade mission to St.

Petersburg following World Food Moscow. This is an effective way to evaluate market potential and explore opportunities in St. Petersburg and NW Russia. If you are a meat, poultry, food, beverage, seafood, snack, or fresh fruit producer or exporter interested in learning more about this upcoming mission, please contact [Maria.Baranova@usda.gov](mailto:Maria.Baranova@usda.gov) today!

**ANUGA (October 8-12, 2005) Cologne, Germany.** Only a handful of booths remaining in the USA Pavilion at ANUGA, the world's largest food and beverage industry trade event! This biennial event welcomes over 5,000 exhibitors and 160,000 trade visitors from all over the world. Visit [www.koelnmesse/nafta.com/anuga/](http://www.koelnmesse/nafta.com/anuga/)

**Ingredients Russia (Nov. 8-11, 2005) Moscow, Russia.** This event is the largest international show and conference for local food ingredient importers, wholesalers, and processors. Best product prospects include dried/frozen/processed fruits, nuts, soy protein/isolates/flour, lactose, whey powder, textured vegetable protein, food coloring, seasonings, spices, flavorings, beverage bases, emulsifiers, enzymes, preservatives, and certified organic/natural ingredients.

**Food Ingredients (FI) Europe (Nov. 29-Dec. 1, 2005) Paris, France.** FI Europe 2005 is an exhibition and conference solely dedicated to the food ingredient industry.

**Fruit Logistica (Feb. 2-4, 2006) Berlin, Germany.** Fruit Logistica is the largest trade show in the world for fresh produce, dried fruits, and tree nuts. In 2005 Fruit Logistica attracted 1,355 exhibitors from 64 countries and about 28,500 visitors from about 100 countries.

**BioFach (Feb. 16-19, 2006)**  
**Nuremberg, Germany.** With 1,900 exhibitors and nearly 30,000 trade visitors from 67 countries, BioFach has become the world's leading **international** organic trade exhibition.

**Alimentaria (March 6-10, 2006)**  
**Barcelona, Spain.** Alimentaria is a food and beverage trade event held biennially in Barcelona, Spain, a city famous for its innovative Mediterranean-inspired cuisine. Barcelona is an ideal place to launch new products or strengthen current business ties in the entire European-North African region. Alimentaria 2004 welcomed more than 4,000 exhibitors from every corner of the world and attracted some 145,000 professional buyers, nearly a third of which were from outside of Spain.

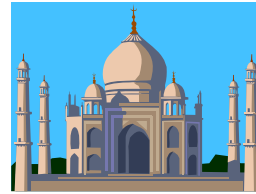
For information on exhibiting in any of the above shows in Europe or Russia, contact Sharon at 202-720-3425 or [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov)

## OH CANADA!



**Canadian Food & Beverage Show (February 19-21, 2006) Toronto.** For more information, contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov).  
[www.crfa.ca/tradeshows/fbshow.asp](http://www.crfa.ca/tradeshows/fbshow.asp)

## INDIA INK



**Sales Mission to New Delhi, Mumbai, and Bangalore (Feb. 12-19, 2006).** For more information contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

## S-U-C-C-E-S-S!



### **Moroccan Free Trade Agreement Boosts Sales at American Café.**

Held June 6-8, 2005, in Casablanca, this year's stand-alone event was the most successful ever. FAS Morocco and the FAS Trade Show Office worked together to plan the trade-only event. Forty U.S. companies were represented with 91 different product lines displayed during the show. FAS brought buyers from Tunisia, Algeria, and Libya to visit the show. The exhibitors reported 51 serious contacts with qualified trading partners. Exhibitors confirmed projected sales of \$450,000, more than quadrupling the 2004 high of \$100,000.